

Mr. Merchant Do You Advertise?

C. W. Post, the millionaire breakfast food manufacturer, at a dinner given to his employees some time ago, in response to a toast to the success of his foods, said: "Gentlemen, I appreciate the delightful compliment paid to our breakfast food, which, of course merits your favor and the applause of the world, but would not have you forget that the success of this venture is also a keen compliment to the science of advertising."

That's true, it proves what advertising will do. If you will find some use for common white sand, and advertise it extensively and judiciously, it will be as a gold mine.

Why it is that merchants are afraid to venture out in this line, is hard to understand. Every business man knows it pays to advertise. Every business man knows millions have been made with some common article, not always even a necessity, but advertised properly. Every business man knows that the most prosperous merchants are the heaviest advertisers; yet the average man does not seem to grasp the necessity.

You will be old and infirm, before trade will increase without the use of printer's ink in some form. The personal testimonials of your few customers will be a long time reaching around the community.

Advertise, and get your personal workers band enlarged and instead of a half dozen or so families, get dozens and treat them so well that they are compelled to talk about your merchandise.

See here, Mr. Merchant, to sum up, you must make your advertising an intelligent campaign, planning with the same thought used in the selection of the merchandise.

Advertise your goods and you will sell them as sure as two and two make four.

30 LOTS FOR SALE!

We have 30 choice lots in Cutzweiler's addition for sale once, at very low prices.

These lots will be sold for cash or on the installment plan. All are on improved streets. Good healthy location. It will pay you to examine. Call on.

JOSEPH CUTZWEILER,
Main street & Public square.

PATENTS

Prize Offers from Leading Manufacturers

Book on patents. "Hints to inventors." "Inventions needed." Why some inventors fail. Send rough sketch or model for search of Patent Office records. Our Mr. Greeley was formerly Acting Commissioner of Patents, and as such had full charge of the U. S. Patent Office.

GREELEY & MCINTIRE
PATENT ATTORNEYS
WASHINGTON, D. C.

PURE

is the whole story about

ARM AND HAMMER SODA

packages. Costs no more than other package soda—never spoils flour—universally acknowledged purest in the world.

Write for Arm and Hammer Book of valuable Recipes—FREE.

RAISING ALFALFA IN ILLINOIS

Charles E. Yanney of McLean county, on the George S. Hanna Place, has some remarkable results with alfalfa. He got a good stand on six acres by breaking the ground the last of July, disking it three times, harrowing and cross harrowing two or three times, dragging twice, sowing 20 pounds per acre of seed broadcast, harrowing it in and rolling the ground. This was in 1905. The alfalfa grew about four inches high that fall and was not cut. In 1907, it yielded about two tons per acre, but in addition 150 pigs in 1908, the big returns began.

Three cuttings of hay returned 2 1/2 tons per acre, but in addition 150 pigs were pastured on this alfalfa from the time of the first cutting until December. The pigs were bought when

hogs and 25 pigs bought at that time. It is estimated that the 83 hogs which weighed 75 or 80 pounds in the spring made a gain of 75 pounds per head. The ones sold in August averaged 182 pounds and those kept till later 225. Counting only 80 hogs and nothing for the pigs, they returned, after paying for the 250 bushels of corn fed, \$420.00 to the credit of the alfalfa alone; the hay was worth \$273.00; total \$693.00, or \$115.50 per acre.

This alfalfa was not injured by this extra hard treatment but some parts of it were frozen out last winter, and this spring the field was disking and cross-disked and the thin spots reseeded, securing a fair stand. While many doubt that alfalfa is suited to Illinois, not having examined the evi-



Second Cutting of Alfalfa.

they weighed 45, 50 and 60 pounds, and when they were weighed in the middle of December they averaged 125 pounds. Counting a gain of 75 pounds per head and allowing \$100.00 for about 200 bushels of corn fed to the hogs, and figuring the pork at 5 cents per pound, these hogs returned \$462.00; the hay was worth \$195.00, total \$657.00 from six acres or \$109.50 per acre. Contrary to the results in many other cases this pasturing did not hurt the alfalfa and was repeated without harm the next year.

In 1909, this piece of alfalfa yielded 3 1/2 tons per acre in three cuttings and pastured 83 hogs from the time the alfalfa was four inches high in the spring until August 14, when 66 head were sold, and from then till frost it pastured the remaining 17

dence, and many more hesitate to start this new delicate crop, Mr. Yanney and hundreds of others are getting splendid results from it.

Coburn on Alfalfa.

"The cultivation and feeding of alfalfa mark the highest development of modern agriculture. Alfalfa is one of nature's choicest gifts to man; it is the preserver and the conservator of the homestead. It does not fall from old age. It loves the sunshine, converting the sunbeams into gold coin in the pockets of the thrifty husbandman. It is the greatest mortgage-lifter yet discovered."

Alfalfa is most valuable in the Corn Belt, because the Corn Belt has an abundance of starch and is short in protein.

ALFALFA PROVERBS

By Charles M. Carroll.
Alfalfa enriches the ground.
Alfalfa is a drought resister.
Alfalfa is the best soil doctor.
Alfalfa adds humus to the soil.
Alfalfa increases the milk flow.
Alfalfa is high in feeding value.
Alfalfa balances the corn ration.
Grow your protein—don't buy it.
Alfalfa sod grows larger corn crops.
Alfalfa is the greatest of all subsoilers.

Alfalfa has no equal as a hog pasture.

Alfalfa keeps stock in good condition.

Alfalfa should be grown on every farm.

An alfalfa field is a hog's idea of heaven.

Fox tail is the greatest enemy of alfalfa.

Growing alfalfa is good business farming.

Alfalfa means more money and better homes.

Raise what you feed and feed what you raise.

Alfalfa does things and never loafs on the job.

Alfalfa with a fair chance always makes good.

Alfalfa fills the hay mow and pays for the privilege.

Alfalfa is the cheapest and best feed for beef cattle.

Alfalfa makes larger yields from the crops that follow.

Alfalfa contains more protein per ton than clover or corn.

Alfalfa is the agricultural wonder of the twentieth century.

Alfalfa yields from two to three times as much as clover or timothy, and is more valuable hay.

Alfalfa is being successfully grown in every agricultural county in New York, and on at least one farm in nearly every township. It is possible to grow it on some part of practically every farm in the state.

No Hay So Good as Alfalfa.

There is no other hay so good as alfalfa for all kinds of live stock, and for horses and hogs alfalfa is invaluable, either as a hay, a soiling crop, or a pasture. It excels as a hog pasture, and, with hogs, makes one of the most profitable farm combinations. An alfalfa field is said to be a hog's idea of heaven.

In root growth alfalfa resembles red clover, but sends down a stronger tap root. When properly handled it produces three or four cuttings each year and remains productive for many years. Land which is adapted to red clover usually grows alfalfa when any lack of inoculation and of lime is supplied.

Alfalfa does best when sown alone. Many failures are due to sowing it with oats or barley. These take so much water from the soil that the alfalfa dies.

Alfalfa growing marks the highest development in our modern agriculture.

"Alfalfa is the richest hay food known."—J. W. Spillman.

Alfalfa excels every other crop.

The Center of Grain Production.

The figures of the last census, when compared with those of the previous census reports back in 1850, indicate that the movement of the production of grain under natural conditions has reached its western limit. Since 1850 the "median point" (center) of production of the six great crops—corn, wheat, oats, barley, rye, and buckwheat—was about 20 miles west of southwest of Burlington, Iowa; but its western movement in the last ten years was comparatively very small. It remains to be seen what effect the great irrigation work now planned by the government will have upon the location of the great grain fields of the country.

WATERMARKS.

They Are Stamped in the Paper by Patterns of Wire.

The discovery of the watermark was the result of an accident, probably a thousand years ago. Parchment was then made of vegetable pulp, which was poured in a liquid state into a sieve. The water dripped out from below, and the thin layer of pulp that remained was pressed and dried. When dry it was found to bear upon it the marks of the fiber that composed the bottom of the sieve.

These fibers seem to have been twisted reeds, and the mark they left on the parchment took the form of wide lines running across and across diagonally. In those days the watermark was regarded as a blemish since the fiber was thick and coarse and the deep impression made on the paper proved a drawback in writing.

The quill of the scribe found many a yawning gap to cross on the surface of the manuscript—"switchback scripture" it has been termed. But when wire was substituted for fiber in the sieve, says a writer in the Denver Republican, the lines of the watermark grew thinner and less conspicuous.

The possibilities of the usefulness of the watermark became apparent by degrees. It was first found to be of service in preventing the forgery of books and manuscripts. Many a bogus copy of a rare work has been detected because the counterfeiter failed to take into account the watermarks of the original.

The watermark of many a precious manuscript in the world's museums is alike its glory and its safeguard. And in the sphere of bank notes and paper money everywhere the watermark is most useful in protecting the notes from imitation.

The term "watermark" is in reality a misnomer since the mark is actually produced by wire. Wire is fashioned into the desired pattern, figure or lettering. This is inserted beneath the sheet in the last stages of its manufacture and while the paper is still capable of receiving the impression, and the wire device stamps itself into the sheet.

Ordinary note paper held up to the light reveals hundreds of parallel lines running up and down, betraying the fact that the paper was made on a wire foundation. To this the paper owes its smoothness and its even texture.

The Welsh Note.

Here is what the Rev. John Evans tells us in reference to the way in which English was taught in Wales in the eighteenth century: "This school had several features unknown in the Welsh school of today. The Welsh note was one indispensable feature. This secured English conversation. It was a smooth piece of wood, like a flat iron rule, with the letters 'W. N.' carved on it. When any one was caught speaking Welsh the Welsh note was immediately handed to him, but the hand which held it at the end of the lesson was the one made to tingle in consequence, so it was a common occurrence for the child who had it to move about from pew to pew, craftily tempting others to speak Welsh. This sign of guilt therefore often changed hands until at last it rested in that which had to bear the burden of all the transgressions of that law."

Forced to Surrender.

The young man had asked the father for his daughter and been refused.

"Then you will not give me Jane?" he hoarsely demanded.

"I didn't speak in Volapuk, did I?" sneered Jane's father.

The young man paused at the door.

"I am considered a good looking fellow," he said. "Ladies turn and stare after me as I pass along the street. Your cook smiled at me to-night while I lingered at the side door. I returned the smile. Now I will follow up this favorable impression. I will make love to the cook. In a week we will elope!"

The old man turned pale.

"Don't talk like that!" he gasped.

"You wouldn't be cruel enough to rob us of our cook! No, no! Not another word! Jane is yours!"—Cleveland Plain Dealer.

IT SHOOK HIS NERVES.

An Incident That Made a Man Feel Queer For Awhile.

"One night," said a lawyer, "I was preparing some tedious pleadings which had to be submitted to court the following morning, and, knowing that I would need every moment of my time, I locked myself in a small private consultation room in the rear of my suit, where no chance caller could interrupt me. The room is very diminutive, with only one window, looking into a court, and no furniture except a table and two or three chairs. Well, I worked on steadily hour after hour long after the city had settled into sleep and silence. The building was so still I could hear even an occasional mouse scamper across the floor alone. At last I concluded the task and, sitting erect in my chair, began to stretch my cramped limbs.

"As I did so my eyes happened to fall on a lighted cigar stump lying on the carpet not four feet away, and I stopped stock still, frozen with amazement. I do not smoke. I had been sitting for hours in that little locked room. I could swear that no one had entered. The window was tightly closed, yet there right at my feet lay a half consumed cigar with a great live coal still glowing at the end. It seems ridiculous to confess, but a thrill of horror ran through me like a galvanic shock. A hallucination of any kind is an appalling thing; it makes no difference how grotesque or homely the subject. It carries such frightful suggestion of breakdown in one's mental engine room.

"Well, I finally summoned up enough nerve to stoop down and examine the stump, and what do you think it was? Why, a tin foil capsule from the top of an ordinary quart bottle of mucilage. In stripping it off it had assumed the circular twist of a cigar and, the foil being brown, was just the right color. The red seal at the top formed the coal, and a yard or so away the illusion was perfect. I drew a deep breath of relief, but it was actually several days before my nerves resumed their normal tension."—New Orleans Times-Democrat.

Strong Words.

Big words pass for sense with some people and sometimes may be very successfully used when nothing else will answer, says an English writer. Thus when a man, in great alarm, ran to his minister to tell him he could see spots on the sun and thought the world must be coming to an end, "Oh, don't be afraid," said the good minister, "it's nothing but a phantasmagoria." "Is that all?" said the frightened man, and then he went away relieved.

A very smart lawyer some time since had the misfortune to lose a case for a client who had every reason to expect success. The client, a plain old farmer, was astounded by the long bill of costs and, hastening to the lawyer's office, said, "I thought you told me we should certainly gain that suit?" "So I did," answered the lawyer, "but you see, when I brought it up there before the judge, he said it was a quorum non just." "Well, if they said it was as bad as that," replied the old farmer, "I don't wonder we lost it." And he paid the costs and a big fee besides without another murmur.

Didn't Suit Washington.

Until the early part of the last century Milford, Conn., had a house in which Washington was said to have spent a night. It was in 1789, when Washington made a tour of New England. Tradition says that there were certain things about his stay at the Milford tavern which he did not enjoy. The supper set before him consisted of boiled meat and potatoes. He was not pleased with the meal and asked for a bowl of bread and milk. The landlord brought the new order and a broken pewter spoon with which to eat it.

"Have you no better spoons than this?" asked General Washington.

"It's the best I have in the house, sir," replied the host.

"Send me the servant," said his excellency. "Here's 2 shillings. Go to the minister's and borrow a silver spoon."

Tradition does not add whether he got the spoon or not—Exchange.